



PSYOP-POLWAR



NEWSLETTER



The PSYOP/POLWAR Newsletter is published monthly by the Psychological Operations Directorate of Headquarters United States Military Assistance Command Vietnam. The purpose of this newsletter is to provide commanders, PSYOP personnel, and POLWAR advisors with a crossfeed of information on the progress of psychological operations and political warfare and to exchange ideas and lessons learned. Readers are requested to contribute items of interest to this office, attention: Operations Branch. Please include credits to units and/or individual contributors as appropriate. Submissions may be made at any time but they must be received no later than the 10th of the month to be included in that month's issue.

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HEADQUARTERS
UNITED STATES MILITARY ASSISTANCE COMMAND, VIETNAM
Office of the Psychological Operations Directorate
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25 October 1968

1. THE BIG PUSH

NGUYEN TRAI CAMPAIGN planning commenced in August for implementation during the period 15 October through 15 December 1968. This campaign, named after a historical figure of the Le Dynasty, is being conducted by the GVN. PSYOP/PSYWAR assets and media of the US and Free World Forces are being used to support this campaign. The basic objectives of NGUYEN TRAI are to conduct an intensive, total media, nationwide PSYOP/PSYWAR Campaign to induce maximum defections from high and middle ranking communist cadres, Viet Cong Forces and the North Vietnamese Army in the South. It is also designed to encourage families in Viet Cong controlled areas to aid in the defection effort.

--MACPD, POLWAR

2. CORDS LOSES POD

PSYCHOLOGICAL OPERATIONS DIVISION of CORDS no longer exists. Its functions have been largely absorbed by JUSPAO.

The purely administrative functions of CORDS/POD, relating to civilian personnel and all supply matters, will be absorbed by the Executive Office of JUSPAO. Responsibility for contacts with CORDS/PSYOP officers at regional and provincial levels, through technical channels, will be assigned to the newly created Office of Field Operations of JUSPAO. This office will be headed by Colonel William Linn, formerly Chief of JUSPAO's Office of Policy, Plans and Research. Military personnel and administrative matters will also be handled by the Office of Field Operations. Responsibility for liaison at the national level with CORDS and USAID elements on development of PSYOP program materials will be assigned to Field Development Division.

Mr. Paul Neilson, formerly Chief of CORDS/POD, will become the Senior Psychological Operations Advisor to the Deputy to COMUSMACV for CORDS

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and to the Assistant Chief of Staff for CORDS. MACPD will continue to provide PSYOP support for pacification and nation building based on guidance provided by JUSPAO.

--JUSPAO, FDD

3. GROCERY BAGS

IV CORPS PSYCHOLOGICAL Operations Campaign "Grocery Bag" was completed on 4 September 1968. Small paper bags, printed with PSYOP messages, were disseminated to market place vendors. The objective of this campaign was to convey PSYOP messages into Viet Cong controlled and contested areas. The following themes were stressed in support of the campaign: Chieu Hoi, Support the National Police, and Join and Support Self-defense. Reports from provinces were favorable. No province reported resistance by vendors to having Chieu Hoi materials in their possession. In Dinh Tuong Province, Cultural Drama Team members handled the distribution of the grocery bags and reported the merchants received the bags with enthusiasm. All indicators point to a very successful campaign.

--4th PSYOP Gp, SA IV Corps

4. OOPS! A GOOF

BASED ON INFORMATION then on hand, JUSPAO printed 3 million sheets of Weapon Reward and Returnee Benefit Stationary (leaflet 2623). One side lists the prices paid for weapons and the benefits given to the Hoi Chanh; the reverse side is left blank for local use. Where it reads that 1000\$VN will be paid to the Hoi Chanh and each member of his family, it should read that 1000\$VN will be paid to the Hoi Chanh. No additional money will be given to him for members of his family. Due to the cost and printing allocations involved in publishing this stationary, it is desired that present stocks be used until exhausted. However, when using the stationary, a statement correcting the above error will be included within the locally printed text.

--JUSPAO, FDD

5. FROM THE TOP

PSYOP POLICY GUIDANCE of major importance to the PSYOP community will be disseminated in the near future. This policy is entitled "GVN Terminology To Be Used In Addressing Communist Organizations"; it will provide guidance on what new terminology should be used when addressing target audiences within the Republic of Vietnam.

--JUSPAO, PP&R

6. MOVIES FOR ALL

MACV PSYCHOLOGICAL OPERATIONS DIRECTORATE recently received twenty-nine 16mm films from Sterling Education Films, Inc, and thirty-three films from Walt Disney 16mm Films. These films are located in the PSYOP Bn in each CTZ and will be shown upon request. Contact the PSYOP Bn in support of your CTZ for early reservation.

--MACPD, OPS. DIV.

7. CALL TO COLORS

FIELD DEVELOPMENT DIVISION of JUSPAO has distributed 500,000 copies each of twelve PSYOP items intended to promote a feeling of patriotism within the Vietnamese people, particularly school children. These materials were produced at the request of the PSYOP Division of MACCORDS.

The twelve items are:

- A pictorial map, in color, of the Republic of Vietnam, showing the products of the provinces.
- A color photo of President Nguyen Van Thieu.
- A color photo of Independence Palace.
- A booklet containing patriotic poems, with illustrations in color.
- A booklet on the rights and duties of citizens of the RVN.
- The flag of the Republic of Vietnam.

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- A songsheet containing a patriotic song written by Pham Duy.
- A songsheet containing the National Anthem of the RVN.
- A painting of Hero Tran Hung Dao.
- A painting of Hero Le Loi.
- A scroll containing the preamble to the Constitution of RVN.
- A small poster on the inauguration of President Nguyen Van Thieu.

--JUSPAO, FDD

8. RADIO/MAGAZINE TEAM

7TH PSYOP GROUP has sponsored a three man radio/magazine team who recently completed an 18 day visit to the Republic of Vietnam. They visited all major Republic of Korea Headquarters and facilities. Their purpose was to gather information, radio material, photographs on ROK forces, and other areas of Korean involvement in Vietnam. The team accomplished its mission with the assistance of the ROK Forces Vietnam and the 7th PSYOP Group Vietnam Detachment. They visited 7 different areas, conducted 40 interviews (including 9 Commanding Generals), and took 400 photos. The material collected will serve as valuable PSYOP input to the 7th Group's activities throughout Southeast Asia.

--7TH PSYOP GP., VN DET

9. GAP STOPPER

REVISED NATIONAL CATALOG of PSYOP materials will not be disseminated before December 1968. As an interim measure, the Field Development Division of JUSPAO has published a list of items that will appear in the revised catalog. This list contains all of the catalog items with JUSPAO numbers, sizes, colors, titles, target audiences and explanatory remarks. Copies have been distributed to field PSYOP personnel.

--JUSPAO, FDD

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10. HAPPY BIRTHDAY

20 OCTOBER 1968, marks the 7th PSYOP Group's third anniversary. The 7th PSYOP Group, based on Okinawa with detachments in Korea, Japan, Taiwan, Thailand and Vietnam provides approximately 65% of the leaflets used in the Vietnam PSYOP effort.

The past three years of accelerated effort, over the entire spectrum of psychological operations, have molded the Group into a well-trained professional unit designed to conduct psychological operations throughout the Pacific Command. The professionalism and accomplishments of the Group have stimulated letters of appreciation from General Westmoreland and General Bonesteel; also, a Meritorious Unit Commendation was awarded the Group for "Exceptionally outstanding support to military combat operations in the Republic of Vietnam".

--MACPD, Director

11. ASSORTED FEATURES IN "LONG ME"

LONG ME MAGAZINE, issue number four, is scheduled for distribution on 15 November 1968. This issue will contain feature stories of the Hue Automotive Training Center for Hoi Chanh, the Bien Hoa Chieu Hoi Center, a short illustrative article on the armed propaganda team, several anti-communist stories and the final installment of the cartoon story "Mission Impossible".

--JUSPAO, FDD

12. SPECIAL CAREER PROGRAM FOR PSYWARRIORS

IN ORDER TO develop officers qualified to serve in Civil Affairs, Psychological Operations, and related politico-military fields that require more expertise than that required in the normal course of a military career, a separate special career program, tentatively entitled the "Overseas Security Operations" (OSO) program, has been established by the U.S. Army. This will allow officers, whose civilian schooling and endeavors have been focused on the social sciences, to continue such work in the Army. Advance schooling in the social science disciplines will be provided for qualified officers. An Army Regulation will be published in the near future which will provide the necessary information for application to this program.

--ODCSOPS, IA Dir

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13. 1969 TET - YEAR OF THE CHICKEN

THE HOLIDAY PERIOD for 1969 TET (The Lunar New Year) in the Republic of Vietnam will last three days, 19 - 21 February 1969. The National PSYOP Campaign will run from 20 January 1969 through 24 March 1969. The National planning phase for 1969 TET has been completed. The preparation phase is in full swing. Supporting media is being readied, to include testing. Approved material is being produced and stockpiled at the lowest levels from which final dissemination will be accomplished. This year emphasis is being placed on hand written appeals from members of families who have relatives within the VC units. Other material being prepared includes songs, TV programs, motion pictures, PSYOP devices and numerous poster and leaflet layouts.

--MACPD, D&A

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PRODUCTION OF PSYOP materials in support of the 1969 TET Chieu Hoi Campaign, in 6 x 3 black and white leaflet equivalents produced by the 7th PSYOP Group, will include 260 million leaflets for December 1968 and 500 million each for the months of January and February 1969. These figures do not include 100 million Safe Conduct Passes which will be produced during that same three month period.

--JUSPAO, FDD

14. ADVICE FROM EXPERTS

REQUESTS FOR EVALUATION of newspapers, posters, etc, in regard to their layout, content, style and readability are frequently addressed to JUSPAO. All PSYOP field representatives can receive more responsive guidance for evaluation and other associated problems by contacting the PSYOP Bn located in each CTZ. These PSYOP Experts have this "built-in" capability.

--JUSPAO, PP&R

15. TELEVISION SETS GALORE

TWO HUNDRED TELEVISION sets for RVNAF troop unit training centers and service schools are being distributed by the Joint General Staff. These TV receivers comprise the final phase of 1,082 television sets allocated to the Vietnamese Armed Forces. In early 1966, a decision was made to supply TV sets to RVNAF so that televised psychological messages, and troop education and entertainment programs could reach the Vietnamese soldiers. These sets were originally ordered through the Military Assistance Program.

The television sets were distributed to RVNAF in three phases, beginning in 1966 and ending with this final stage in the fall of 1968. The sets were allocated to the RVNAF units in the Corps areas by a committee formed under the auspices of the General Political Warfare Department. This committee established the unit priorities and criteria of distribution predicated on the number of personnel, proximity to a TV signal and power requirements.

The Signal Department, Central Logistics Command, is responsible for the actual set distribution. Of the final TV sets, 15 are allocated for I Corps, 100 for II Corps, 42 for III Corps and 10 for IV Corps. The remainder of the sets are to be used as maintenance floats; which are allocated to each Corps based on the number of sets assigned for regular distribution.

In addition to the above television sets for the RVNAF, 2,500 TV sets have been provided, as "public television sets", for the Vietnamese civilian population; they were distributed by JUSPAO and purchased through USAID.

--MACPD, POLWAR

16. CHIEF OF FDD DEPARTS

MR. M. L. OSBORNE, Chief of Field Development Division, JUSPAO, will depart Vietnam on 26 October 1968. He is being assigned with the United States Information Agency in Washington, D.C. Mr. Osborne served as Operations Officer of the PSYWAR Section of China Theater Headquarters during the latter portion of World War II and for a year thereafter as Theater Psychological Warfare Officer. During the Korean War, he served as Chief of Consolidation Division, PSYWAR Section, Army Forces Far East in Japan and Korea. From 1953 to 1956 he was Chief of Plans and Operations Division of PSYWAR, AFFE and

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from 1956 to 1960 he served as Chief Civilian Advisor of the U.S. Army Psychological Warfare in the Far East.

He was Director of the Public Affairs Department, United States Civil Administration of the Ryukyu Islands from 1960 to 1966. His tour in Vietnam began on 20 January 1966.

For his work in psychological operations, Mr. Osborne has received:

- The Chung-Mu with Gold Medal from the Republic of Korea.
- The Order of Cloud and Banner from the Republic of China.
- The Exceptional Civilian Service Award from the U.S. Dept of Army.
- The Distinguished Civilian Service Award from the U. S. Dept of Defense.

Bon voyage to Mr. Osborne and welcome to his replacement, Mr. Robert Jellison.

--JUSPAO, FDD

17. FIELD TEST TO BE REINITIATED

POSTERS AND LEAFLETS WILL again be field tested at district and province levels in order to reach the closest proximity of a sample target audience. This added testing should not delay final production of leaflets and posters for more than five working days.

--JUSPAO, FDD

18. WEAKNESSES OF NVA PERSONNEL

COLONEL GEORGE S. PATTON, Commander of the 11th Armored Cavalry Regiment, pointed out some of the experience his unit has had with prisoners of war. Colonel Patton, stated that the regiment had captured large numbers of NVA soldiers and describes the PW in the following terms: "In nearly all cases, the NVA soldier has almost immediately cooperated in rendering information concerning his unit's base camp location, composition, strength and activities. This co-operative attitude on the part of the NVA soldier has been particularly evident after medical aid has been rendered. On one occasion, the NVA soldier personally led elements of the 11th Armored Cavalry Regiment to his former unit's base camp. In another case, the NVA soldier suggested that we immediately adjust artillery on the base camp

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rather than plan an operation to seal and search the area. This NVA soldier explained that his unit was so security conscious that it would move its base camp to avoid compromise. He therefore suggested that artillery fire be adjusted immediately in order to catch the NVA unit and presumably inflict maximum casualties."

Based on these experiences, it appears that appeals to surrender or defect emphasizing good treatment and medical attention would be effective. Colonel Patton suggests that every PSYOP effort should be made to take advantage of these apparent weaknesses of the enemy.

--MACPD, D&A

19. INSTANT PHOTO FILE

"INSTANT" PHOTO FILE catalogs were completed and recently sent to the PSYOP Battalions. This file contains 31 photos in eleven different categories (Chieu Hoi's, PW, VC destruction, B-52 and Phantom jets, examples of ARVN bravery, temples and pagodas, etc.). These photos will be numbered indicating unit, category and photo sequence. This file should be highly beneficial to field teams, enabling them to easily select appropriate photos for new leaflets. Plans are to increase this file as photographers develop more material.

--4th PSYOP Gp.

20. ATTITUDE SURVEY

SUMMARY OF POST-TET attitudes of the general public in Saigon and six Provincial Capital Cities, as expressed in recent sample surveys conducted between March and June 1968, has been completed by JUSPAO. This survey is available at province level through the assistant Province Advisor for PSYOP.

--JUSPAO, PP&R

21. OPERATION QUESTIONNAIRE

HOI CHANH - PW computer questionnaire, developed by the Advance Research Projects Agency, Vietnam Field Unit for USMACV PSYOP Directorate, is scheduled for completion on 31 October 1968. This project is designed to accumulate data on Hoi Chanh and PW by means of a computer compatible questionnaire. Drafts of the questionnaire

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have been administered on a random basis to Hoi Chanh and are currently being evaluated prior to a final determination of the questionnaire. When the system is fully operational it is envisioned that computerized data, showing the effect of PSYOP on Hoi Chanh and PW, will be continuously accumulated. Summaries will be produced monthly, quarterly, semi-annually and annually.

--MACPD, D&A

22. PLEIKU PSYOP RADIO

INSTALLATION OF A PSYOP radio transmitter is nearing completion at Pleiku. The radio will broadcast news, music and PSYOP messages to VC/NVA troops, their dependents and sympathizers throughout the Central Highlands of South Vietnam. The operation of the transmitter will be a joint US - ARVN effort with ARVN PSYWAR personnel responsible for all programming. 4th PSYOP Group personnel will supervise the technical operation of the station. Broadcast emissions are expected to cover an area of approximately 200 miles radius.

Security for the transmitter and its operating personnel will be provided by RF/PF.

23. MINI - RADIOS

FIRST OF THREE shipments of mini-radio receivers has arrived in Pleiku. The radios are to be distributed throughout the western portion of II Corps to areas known to harbor VC/NVA troops, their dependents and sympathizers by US Special Forces, Long Range Reconnaissance Patrols, CIDG forces, and sector and sub sector advisory teams. Although the receivers are capable of receiving any standard band frequency broadcast, they are designed for peak reception performance on the frequencies to be used by Pleiku PSYOP radio. PW and Hoi Chanh interrogation reports have indicated that the VC/NVA troops prefer to listen to ARVN and FWMAF radio broadcasts rather than to Hanoi Radio. The reasons stated for this preference is that Hanoi Radio broadcasts so little music and Hanoi battle statistics are always inflated. The mini-radios will provide one more method of reaching enemy soldiers and sympathizers with PSYOP messages. The PSYOP Directorate is presently studying a distribution plan, prepared by MACV Advisory Team 21, for dissemination of the new receivers.

--MACPD, OPS DIV

24. THE BIG IMAGE

4TH PSYOP GROUP initiated a test of five Miltralux Image Projectors on 1 September 1968. These are commercial slide projectors much like the familiar 35mm slide projector but using a 85mm slide and a 1000 watt projector bulb. This gives the projector the capability of utilizing buildings, mountains and even low cloud banks as projector screens. The testing program will subject the projectors to many types of climatic and geographic characteristics found in South Vietnam and will result in an evaluation of the equipment for future PSYOP use.

--4TH PSYOP GP

25. BACK IN THE SADDLE

THE MOTIVATION INDOCTRINATION PROGRAM in support of Revolutionary Development (MIP/RD) has been reinstated. One MIP/RD Advisory Team is presently operating in I Corps Tactical Zone and two teams each are in II, III, and IV CTZ. These teams provide training in motivation, indoctrination, revolutionary development and tactics for Popular Forces.

Advisors in these areas who have not already encountered the MIP/RD teams can expect to do so shortly and full support and cooperation is solicited for the teams. Motivation and indoctrination is a big responsibility and it will require the best individual and collective efforts to ensure success.

Comments, questions or requests regarding the MIP/RD Program should be submitted to: HQ MACV, Psychological Operations Directorate, Motivation Indoctrination Branch, APO 96222.

--MACPD, POLWAR

26. BIG PLANS FOR '69

COMBINED CAMPAIGN PLAN 1969, AB-144 was approved on 30 September 1968 and will be published and distributed in the near future. This plan outlines concepts of the Vietnam Campaign for calendar year 1969. Annex H of the Plan is the PSYOP Annex and the National Psychological Operations Plan is contained in Appendix 2 of Annex H.

--MACPD, D&A

27. NEW AUDIO-VISUAL VEHICLE

AN/MSQ - 85 MOBILE AUDIO-VISUAL units have been put to use in the PSYOP Bn's. The AN/MSQ - 85 is an assembly of standard audio-visual equipment housed in a standard shelter mounted on a 3/4 ton truck. Only proven reliable components are employed in this unit; an added advantage is that repair parts are readily available through the Army Supply System. The HE Teams of the PSYOP Bns, having a diversified communication capability and face-to-face contact with the people, are one of the most effective PSYOP means of communication. However, they have been hampered by equipment failure. With the advent of the AN/MSQ - 85, this limitation should no longer be a problem.

--4TH PSYOP GP

28. PINK PANTHER GOES TO WAR

COLOR CARTOON FAVORITES such as the Pink Panther, Road Runner, Tom and Jerry and many others have come to Vietnam. Their purpose? To entertain patients in ARVN and GVN (USAID) hospitals.

Ambassador Robert Komer, Deputy for CORDS, procured the color cartoons from Mr. Jack Valenti, President, Motion Pictures Association of America. Since then the movies for patients program has been dubbed "The Komer Kolor Kartoon Project." Administration of the project was assigned to the Psychological Operations Directorate.

Four enlisted projectionists assigned to the PSYOP Directorate, POLWAR Division, show the cartoons at hospitals in each of the Corps Tactical Zones. The projectionists take two 30-minute reels of cartoons with them to their assigned Corps at the beginning of each month, and show the films on the schedule established by the Corps project officer. At the end of each month, the reels are exchanged.

The first Komer Kolor Kartoon Project, which ran from November 1967 to April 1968, was cut short by the Communist TET Offensive. During September and August, the cartoons were shown to refugees in five military camps in the Saigon area. The present project will continue until 1 December, at which time the cartoons must be returned to the Motion Picture Association of America.

Color cartoons were chosen because their humor transcends linguistic and ethnic barriers. The laughter of the 25,000 Vietnamese patients, refugees and orphans, who have been entertained by Donald Duck, Goofy and all the others, bears out this theory. There can be no doubt that

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a powerful psywarrior has been found in the person of the nearsighted Mr. Magoo.

--MACPD, POLWAR

29. PSYOP/POLWAR CONFERENCE

A COMBINED PSYOP/POLWAR Conference will be held during the month of December. The purpose of the combined conference is to integrate the cross feed of information within the PSYOP community. A firm date for this conference will be published in the November issue of the Newsletter.

--MACPD, OPS DIV